



Photo courtesy of Susan Samueli Center for Integrative Medicine



Image courtesy of alicepoplarn on Flickr: <http://www.flickr.com/photos/>

January 23 - International Integrative Medicine Day Toolkit



Image courtesy of LocalFitness.com.au



Image courtesy of Lance Cpl. Ryan B. Busse, U.S. Marine

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

Margaret Mead

Table of Contents

What is Integrative Medicine?.....	4
IIM Day Mission Statement.....	4
IIM Day Talking Points.....	5
How may I participate in IIM Day?.....	6
IIM Day Program Ideas.....	7
Organizing a Conference.....	9
Sample IIM Day Agenda.....	11
Sample Event Advertisement.....	12
Sample Speaker Recruitment Letter.....	13
Sample Press Release.....	14
Additional Resources.....	16
IIM Day 2010 Poster.....	17
IIM Day Partners.....	18
IIM Day Ambassadors.....	18

What is Integrative Medicine?

Integrative Medicine is the practice of medicine that reaffirms the importance of the relationship between practitioner and patient, focuses on the whole person, is informed by evidence, and makes use of all appropriate therapeutic approaches, healthcare professionals and disciplines to achieve optimal health and healing.

Developed and Adopted by the Consortium, May 2004

Edited May 2009 and November 2009

IIM Day Mission Statement

IIM Day inspires worldwide dialog, education, collaboration, research initiatives and programming about medicine that is patient-centered, holistic, economically and environmentally sustainable, and conscious of integrating different global medical systems.

IIM Day Talking Points

What is Integrative Medicine?

Integrative Medicine is the practice of medicine that reaffirms the importance of the relationship between practitioner and patient, focuses on the whole person, is informed by evidence, and makes use of all appropriate therapeutic approaches, healthcare professionals and disciplines to achieve optimal health and healing.

Developed and Adopted by The Consortium, May 2004; Edited May 2009 and November 2009

Why celebrate International Integrative Medicine Day on January 23?

- You support the mission statement: IIM Day inspires worldwide dialog, education, collaboration, research initiatives and programming about medicine that is patient-centered, holistic, economically and environmentally sustainable, and conscious of integrating different global medical systems.
- As reported by the *Wall Street Journal*, "These [integrative] approaches emphasize both personal responsibility and the opportunity to make affordable, quality health care available to those who most need it."
- "Because many integrative modalities are inexpensive or even free, they are an option for underserved communities, resulting in more accessible health care and the ability to create a healthier nation," says Ilana Seidel, fourth year medical student at the University of Pittsburgh School of Medicine and Chair of International Integrative Medicine Day.
- Integrative Medicine is used by 38% of the population (not counting prayer).
- Integrative Medicine brings all the necessary components of a treatment together.
- Research shows that acupuncture is an effective therapy for migraine prophylaxis (PMID: 19160193) and yoga is an effective treatment for chronic low back pain (PMID: 19701112), geriatric insomnia (PMID: 15937373) and asthma (PMID: 20112821).
- "Chronic pain impacts your entire being. Integrative medicine combines all your health care needs so that one may improve one's quality of life and reduce suffering," says Penney Cowan, Founder and Director of the American Chronic Pain Association.
- You want to learn how to effectively communicate with your community, patients or health providers about the different options available for increasing quality of life.

How may I get involved with IIM Day locally?

- Wear an IIM Day ribbon.
- Organize a program at your school, library or community center.
- Offer a discount for Integrative Medicine services on IIM Day.
- Visit sites.google.com/site/iimday123 to for additional ideas, resources or support.
- Email internationalimday@gmail.com to share your program or event, ask a question or share your excitement.

How may I participate in IIM Day?

We encourage you to use this guide as a template for ideas or to create your own. Visit sites.google.com/site/iimday123 for additional programming ideas, resources or to purchase an IIM Day ribbon. Email internationalimday@gmail.com with any inquiries and to post your program or experience on the website.

Together we CAN make a difference!

IIM Program Ideas

Need some ideas for IIM Day? Be creative! This could be as simple as wearing an IIM ribbon, taking a deep relaxing breath, organizing a healthy meal with friends, or hosting a health-related lunch-time talk. Below are additional programming ideas and suggestions with some extra guidance.

Meditation Retreat

Radiant awareness and a deep inner peace are vital components of a holistic view of health, and what better way to promote them than to incorporate a quiet meditation retreat into your IIM Day activities? Meditation can be done almost anywhere, from a small quiet room to a large conference hall. Consider getting some quiet, relaxing music to sooth the ambient mood, and instruct attendees to sit in quiet, contemplative awareness. Their hands can rest on their knees as they sit in a cross legged position, or they can sit however is comfortable for them. They should keep the eyes closed or half open, as they focus on their breathing. Guide them in taking deep, even breaths, for a period of five to ten minutes. For a more active meditation, consider using a guided meditation script, such as those found here: <http://www.innerhealthstudio.com/meditation-scripts.html> As an added bonus, consider taking a meditation group into the environment, and make the focus about awareness of the living world surrounding us at all times. Remember to bring something to sit on, such as a yoga mat or a simple cushion.

Yoga

Preventative care is a key component of IIM Day, and research has proven time and time again that exercise is one of the best methods of preventing illness. The discipline of Yoga has been perfected over thousands of years to effectively exercise and stretch the body while simultaneously increasing mental awareness and focus. Yoga makes an excellent addition to any IIM Day festivities.

Consider recruiting a Yoga instructor. A Google search for “local Yoga studios” may yield several promising results. Contact each studio and ask if the instructor would like to participate in your IIM Day festivities by leading a free class for attendees, either at your location or at their own studio. Most will be happy to participate, often times without cost, as they benefit from free advertising to a new and diverse group of potential clients. Yoga instructors will also often be able to provide Yoga equipment, such as mats and blocks, that make practice more convenient and enjoyable.

If you cannot find a local Yoga instructor, consider an instructional DVD or recorded audio session. Yoga DVD’s provide excellent, well developed sequences

designed for all skill levels, and iTunes and other Internet sources provide a wealth of recorded sessions. Take care to choose a practice geared toward an intermediate or lower skill level, as not all participants are likely to be regular Yogis. Request that students bring either exercise mats or blankets (the woven Mexican style blankets are best) to practice on, and strive to provide a calming environment. This can be done by providing light music, candlelight or dimmed electric light (lamplight is very pleasant), and pleasant fragrances either through incense, essential oils, or scented candles.

If neither of these options is available to you, consider a presentation on the history of Yoga and its long established health benefits. Spreading awareness of the potential therapeutic effects of Yoga can help attendees to decide to try a Yoga class for themselves. Remember, do not lead a class without either an accredited instructor or an instructional DVD. All exercise involves some risk, and improper instruction can increase that risk many fold.

Environmental Cleanup

IIM Day is about truly holistic healing, and the health of the environment is inseparably linked to our health and well being. Increase environmental awareness with a revitalizing cleanup walk around a local park, stream, forest, or alongside a local highway to clean up and freshen up the world! Bring trash bags, gloves, and plenty of water (preferably in reusable containers rather than plastic bottles). Consider making this nature cleanup into a picnic, as well, incorporating organic, locally grown food into the menu.

Turn your cleanup day into a learning opportunity! Get a book on local flora and fauna and point out different species as they appear. Also, consider getting in touch with a botanist, zoologist, or ecologist to see if they will accompany the cleanup walk to provide fresh, vibrant insight into the verdant world.

Health, Nutrition, and Sustainability Talk

Consider incorporating a discussion on health, nutrition, and sustainability into your IIM Day festivities. More than one third of all Americans are classified as obese (Flegal et al., 2010), and according to the International Obesity Task Force (IOTF), obesity is also rising around the world. Obesity has been linked to increased risk for diabetes, heart disease, and even cancer. Taking control of what we eat can help us to become healthier, more balanced, and more aware of the effect that food can have on our bodies. There is a vast resource of material that could be used to frame a discussion on nutrition available at <http://www.foodinsight.org/>. Powerpoint presentations that are already made and ready to be presented are found at ([http://www.foodinsight.org/Resources/Detail.aspx?topic=Ready Made Presentations For You to Use](http://www.foodinsight.org/Resources/Detail.aspx?topic=Ready%20Made%20Presentations%20For%20You%20to%20Use)).

Organizing a Conference

Please adapt this template from the University of Pittsburgh School of Medicine (UPSOM) as appropriate for your program and/or your institution. Please remember to email internationalimday@gmail.com with any questions and to post your program on the website. Please visit sites.google.com/site/iimday123 for additional resources.

Planning Details of UPSOM IIM Day 2010

Mission Statement

(Your institution) provides a welcoming educational and experiential environment for health professionals and community members to collaborate and learn.

Programming Structure

- 3 breakout sessions
- Key note speaker
- 3 break out sessions
- Pedometer prizes
- Additional room needed for food/arts & crafts

Collaborate

(Your institution) AMSA chapter collaborated with Trader Joe's, Massage Envy, UPSOM Integrative Health Interest Group (IHIG), Neuroscience & Medicine Disabilities & Geriatrics AOC to host a conference with over 40 attendees.

Search for funding

Example

- Trader Joe's donated \$50. It was important to provide them with a document allowing them to donate to an organization with 501c 3 status. Some schools can obtain this document from their office of student affairs.
- Whole Foods is another good resource for food donations.

Identify speakers.

Example

The University of Pittsburgh School of Medicine Integrative Health Interest Group has a list of integrative medicine practitioners that can be found on the school Zone. IIM Day 2010 speakers included physicians, community members, administrators and students.

Write an email to potential speakers a few months in advance.

Reserve Rooms.

Example

UPSOM IHIG reserved three to four 11th floor Scaife Conference rooms through the relevant contact in Student Affairs two months in advance.

Advertise

Example

- The UPSOM IIM Day team advertised through the IHIG Facebook page, the IIM Day website sites.google.com/site/iimday123 , the UPSOM class list serves, the UPSOM Zone, Whole Foods, Trader Joe's and East End Food Coop. In addition the UPSOM IIM Day Team posted fliers at key sites in the medical school.
- Attendees included students, community members and UPSOM faculty (researchers, educators and physicians).

Evaluation

Example

- Please remember to complete the IIM Day survey at sites.google.com/site/iimday123
- Please visit the website for evaluation tools for your program.

Additional tidbits.

- Make sure that participants can flow easily from one workshop to another.
- Have speakers send in their presentations early.
- Make sure a projector and screen are available for speakers.
- Community members and students participated in welcoming participants.
- Make sure that you leave the facility as you found it.
- Remember to evaluate, evaluate and evaluate.

Sample IIM Day Agenda

**Join Pittsburgh in Celebrating
International Integrative Medicine Day
January 23, 2010**

**Co-Sponsored by Trader Joe's, Massage Envy, AMSA, IHIG, Neuroscience &
Medicine Disabilities & Geriatrics AOC**

2-2:20 Room 1104

Introduction to IM with speakers

Speaker Bio

2:30-3:10

Room 1102 Workshop Name with speaker

Speaker Bio

[*Example: The dynamics of a Movement, Breath & Nutrition in a Personal Wellness Toolkit with Allan Goodman](#)

Room 1103 Yoga with Instructor

Instructor Bio

Room 1104 Workshop Name with Speaker

Speaker Bio

[Example: Acupuncture and Chronic Pain with Betty Liu, MD](#)

3:20-4:10

Room 1104 Keynote Title with Speaker

Keynote Bio

[Keynote title example: Geriatrics and Integrative Medicine with Mikhail Kogan, MD](#)

4:20-5:00

Room 1102 Workshop Name with Speaker

Speaker Bio

[Example: Structural Integration with David Lesondak,BCSI,KMI](#)

Room 1103 Rueda Salsa with instructor

Instructor Bio

Room 1104 Workshop Name with Speaker

Speaker Bio

[Example: Brainspotting with Lisa Schwarz, M.Ed](#)

5:10-5:30

Room 1104 Prizes for Pedometer Contest from AMSA, IHIG and Massage Envy

Sample Event Advertisement

Join Pittsburgh in celebrating



Photo: Susan Samueli Center for Integrative Medicine, University of California Irvine

International Integrative Medicine Day!

January 23, 2010

2-5:30 PM

3550 Terrace Street Scaife Hall 1101

**Key Note: Mikhail Kogan, MD
Integrative Medicine and Geriatrics**

Dr. Mikhail Kogan is on the medical faculty of George Washington University in the Division of Geriatrics. At the Center for Integrative Medicine, he brings together his expertise in alternative modalities, balanced nutrition, and preventive medicine for adults across all ages while further specializing in healthy aging.

Additional Break-out sessions include salsa, acupuncture & chronic pain and yoga.

Prizes for pedometer contest awarded at the end of session.

Co-Sponsored by Trader Joe's, Massage Envy, AMSA, IHIG, Neuroscience & Medicine Disabilities & Geriatrics AOC

Sample Speaker Recruitment Letter

Your Institution's Name
Institution Address
City, State, Zip code

Date

To (First Name, Last Name)
Organization
Street
City, State ZipCode

Dear Ms. (Last name),

In recognition of your many years of dedication to furthering the goals of integrative medicine, we, the International Integrative Medicine Day Team (your home institution), believe you are aligned with our ideals for creating a culture of healing.

We would like to invite you to participate in International Integrative Medicine Day celebrated on January 23. This day was created by medical students to increase usage and awareness of Integrative Medicine. The current team is comprised of institutions, students, health professionals and community members. Our mission is to inspire worldwide dialog, education, collaboration, research initiatives and programming about medicine that is patient-centered, holistic, economically and environmentally sustainable, and conscious of integrating different global medical systems. We also envision a space for individuals to contemplate on the ideas surrounding integrative medicine, to experience a healing modality, or simply engage in an act of self-care. IIM Day will be an occasion for groups, organizations and institutions to use as an action tool.

To make this day a world-wide phenomenon we need you! With this in mind, we would like to formally invite you to consider becoming an "International IM Day Ambassador." (or speaker at our event)

International IM Day Ambassadors are individuals who facilitate programming and initiatives pertaining to Integrative Medicine at the community, institutional or organizational level.

For further information please visit sites.google.com/site/iimday123 or email Internationalimday@gmail.com .

Respectfully,
(Your name)
(Your institution)

Sample Press Release for IIM Day Programs

For Release—December 14, 2009

Media Contact:

Kim Cunningham

American Medical Student Association

Phone: (781) 223-4042

pr@amsa.org

Healthcare Community Raises Awareness of Self Care and Hopes to Enhance Patient-Physician Communication

Reston, Va.—Organizations and individuals all over the world will be celebrating International Integrative Medicine Day on January 23, 2010, an initiative spearheaded by the American Medical Student Association, with partners *Alternative Therapies in Health and Medicine* and the American Chronic Pain Association.

International Integrative Medicine Day will increase awareness and availability of integrative medicine, promote interprofessional collaboration, encourage self care, foster cultural awareness and enhance patient-physician communication. Individuals and organizations that celebrate the day are encouraged to engage in activities such as enhancing health and the sense of community by sharing a healthy meal in a group setting, hosting experiential workshops that increase awareness of integrative medicine, or simply taking a moment to slow down from the hurry of daily life.

As defined by the National Center for Complementary and Alternative Medicine at the National Institutes of Health, integrative medicine "combines mainstream medical therapies and CAM (complimentary and alternative medicine) for which there is some high-quality scientific evidence of safety and effectiveness" while addressing the whole person - body, mind and spirit. Research shows that cardiac outcomes, diabetes and obesity may be alleviated and even prevented through the use of integrative modalities such as a nutritious diet, physical activity, stress management and healthy lifestyle choices.

"The Integrative Medicine approach empowers patients and may increase their quality of life," says Ilana Seidel, fourth year medical student at the University of Pittsburgh School of Medicine and coordinator for International Integrative Medicine Day. "Because many integrative modalities are inexpensive or even free, they are an option for underserved communities, resulting in more accessible health care and the ability to create a healthier nation."

As reported by the *Wall Street Journal*, "These [integrative] approaches emphasize both personal responsibility and the opportunity to make affordable, quality health care available to those who most need it."

If your organization is interested in becoming an International Integrative Medicine Day partner, please email InternationaliMDay@gmail.com. Partners are organizations, institutions or agencies who facilitate, organize, fund or promote an activity. For additional resources or to list your event please visit sites.google.com/site/iimday123

Additional Resources

- International Integrative Medicine Day Homepage at sites.google.com/site/iimday123
- AMSA IM position statement at <http://www.amsa.org/AMSA/Homepage/About/Committees/StudentLife/IntegrativeMed.aspx>

Please visit Resources from the Consortium of Academic Health Centers for Integrative Medicine at <http://www.imconsortium.org/about/home.html>

Below is information from their Resources website.

- The National Center for Complementary and Alternative Medicine (NCCAM) is a Center of the National Institutes of Health. NCCAM sponsors research and training in complementary and integrative therapies. Their website also provides much useful information for consumers and health care providers. <http://nccam.nih.gov/health/>
- The Bravewell Collaborative
The Bravewell Collaborative consists of a group of philanthropists from around the United States which is committed to advancing public awareness about the benefits of integrative health care and promoting education and clinical services in integrative medicine. Their 2006 PBS special The New Medicine <http://www.thenewmedicine.org/> describes how these approaches can transform healthcare. The generosity of The Bravewell Collaborative has supported the development and infrastructure of the Consortium as well as educational initiatives. <http://www.bravewell.org/>
- Educational Development for Complementary & Alternative Medicine Project (EDCAM)
Administered by the American Medical Student Association (AMSA), EDCAM is a five-year, \$1.2 million R25 education grant from the National Center for Complementary and Alternative Medicine (NCCAM), a division of the NIH. The 3 components of the project include: 1) the piloting of a CAM curricula at 6 pilot schools, 2) an annual CAM Leadership Training Program for twenty allopathic and osteopathic medical students, and 3) the expansion of AMSA's online CAM resources, such as a national directory of student opportunities in CAM. The site offers a multitude of resources for students, residents & health professionals interested in CAM Education. <http://nccam.nih.gov/grants/types/r25/>
- The Office of Cancer Complementary and Alternative Medicine (OCCAM) is a section of the National Cancer Institute. As with NCCAM, OCCAM supports research in the area of complementary approaches for Cancer. <http://www.cancer.gov/cam/>

IIM Day 2010 Poster

International Integrative Medicine Day - January 23, 2010

Ihna Scidel MSIV University of Pittsburgh School of Medicine, Deepa Sannidhi AMSA Regional Co-Director for New York, New Jersey & Puerto Rico, Kim Becker AMSA Public Relations Director, Frank Lampe Executive Vice President of Innovision Health Media, Matthew Planchard University of Southern Mississippi, Theodore Lefler MSII American University of the Caribbean, Bhaswati Bhattacharya MD The Dinacharya Institute, Mark Davis ND4 National College of Natural Medicine, Jia Wang MSII Rush Medical College, Rhoda Scidel, Iyah Romm AMSA Regional Director for New England & Canada, Ronald Glidk MD University of Pittsburgh School of Medicine

Alternative Therapies in Health and Medicine, American Chronic Pain Association, Arizona Center for Integrative Medicine at the University of Arizona, Integrative Medicine - A Clinician's Journal, Oregon Collaborative for Integrative Medicine, Susan Samuels Center for Integrative Medicine University of California Irvine, Dinacharya Institute-New York



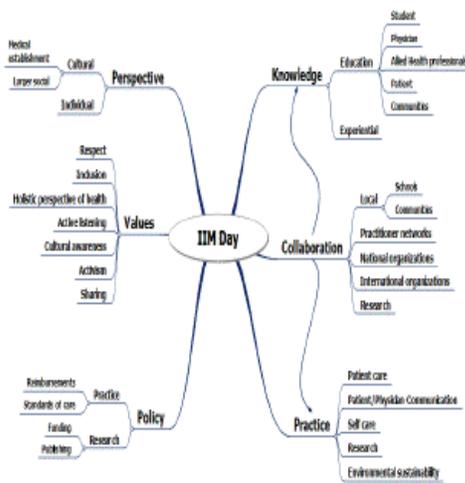
Significance

- As of 2007, NCCAM reported that 38% of the U.S. patient population used integrative medicine, up from 36% in 2002.
- AMSA members initiated IIM Day in 2009 to celebrate annually the impact of integrative medicine on improving health and patient-physician communication.

Mission Statement

- IIM Day inspires worldwide dialog, education, collaboration, research initiatives and programming about medicine that is patient-centered, holistic, economically and environmentally sustainable, and conscious of integrating different global medical systems.

Vision Map



Future

- IIM Day Team, Partners and Ambassadors will maintain and initiate events annually.
- Evaluation tool will be created to assess the impact of IIM Day.
- Expand international collaboration in research, policy and programming.



Methods

- Website created to promote events, advertise, and centralize resources at www.amsa.org/InternationalIIMday
- Advertisements through IIM Day Ambassadors, IIM Day Partners, press release and AMSA list serves.
- *Alternative Therapies in Health and Medicine* donated a half-page advertisement in the January/February 2010 issue.
- *Alternative Therapies in Health and Medicine*, the American Chronic Pain Association and *Integrative Medicine-A Clinician's Journal* donated website banner space.

Results

- Chicago hosted the 6th annual **Integrate Chicago Conference at Rush Medical College** led by pre-medical, MD, DO and chiropractic students. 150 medical students, health sciences students, faculty, and healthcare practitioners learned about IM. The overall feedback was 4.36 out of 5.
- **Oregon Collaborative for Integrative Medicine** hosted 100 students from Portland's four health professional schools (MD, ND, DC & MSOM) at an IM evening social where students voiced interest in additional networking events.
- The **Dinacharya Institute** and the **Arizona Center for Integrative Medicine at the University of Arizona** offered discounts for their IM services and courses.
- Keynote Speaker Dr. Mikhail Kogan of George Washington University presented to 45 attendees at the **University of Pittsburgh School of Medicine** on evidence based IM approaches to geriatrics. Break-out sessions included salsa, acupuncture and yoga.
- Deepa Sannidhi published an article in the **UMDNJ ICAM e-journal** about IM.



IIM Day Partners

- American Medical Student Association
- American Holistic Medical Association
- Alternative Therapies in Health and Medicine
- American Chronic Pain Association
- Arizona Center for Integrative Medicine at the University of Arizona
- Consortium of Academic Health Centers for Integrative Medicine
- Dinacharya Institute-New York
- Integrative Health Interest Group at the University of Pittsburgh School of Medicine
- Integrative Medicine – A Clinician’s Journal
- Oregon Collaborative for Integrative Medicine
- Susan Samueli Center for Integrative Medicine University of California Irvine
- Susan Samueli Center for Integrative Medicine Washington DC

IIM Day Ambassadors

- Bhaswati Bhattacharya MD The Dinacharya Institute
- Deepa Sannidhi MSIII UMDNJ
- Frank Lampe Executive Vice President of Innovision Health Media
- Ilana Seidel MSIV University of Pittsburgh School of Medicine
- Jia Wang MSIII Rush Medical College
- Kim Becker AMSA Public Relations Director
- Mark Davis ND4 National College of Natural Medicine
- Matthew Planchard University of Southern Mississippi
- Misha Kogan MD George Washington Medical School
- Penney Cowan Founder of the American Chronic Pain Association
- Rhoda Seidel
- Ronald Glick MD University of Pittsburgh School of Medicine
- Theodore Lefer MSIII American University of the Caribbean
- Wendy Chappel International College of Integrative Medicine